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Michael J. Turton 17
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COMMENTS

The U.S. Patent and Trademark Office is asked to acknowledge receipt of the following:

1. Transmittal Form PTO/SB/21
2. Amendment and Response

Applicants: Simon TONG and Mark PEARSON
U.S. Serial No.: 10/661,741

For: Methods and Systems for Improving a Search Ranking Using Population Information
and Click Data

Examiner: Cheryl Renea LEWIS
Art Unit: 2167

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PTO/SB/21 (09-04)

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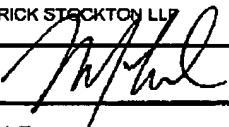
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FORM

<i>(to be used for all correspondence after initial filing)</i> Total Number of Pages in This Submission 16		Application Number	10/661,741
		Filing Date	September 12, 2003
		First Named Inventor	Simon TONG
		Art Unit	2167
		Examiner Name	Cheryl Renae LEWIS
		Attorney Docket Number	53051/288305

ENCLOSURES (check all that apply)

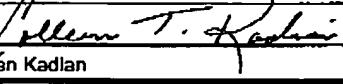
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm	KILPATRICK STOCKTON LLP		
Signature			
Printed Name	Michael J. Turton		
Date	June 8, 2006	Reg. No.	40,852

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Typed or printed name	Colleen Kadian
	Date
	June 8, 2006

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APPLICANTS: Simon Tong and Mark Pearson

SERIAL NO.: 10/661,741 Group Art Unit: 2167

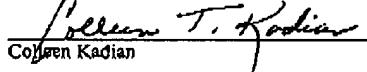
FILED: September 12, 2003 Examiner: LEWIS, Cheryl Renea

FOR: Methods and Systems for Improving a Search Ranking Using Population Information and Click Data

Attorney Docket No.: 53051/288305

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Colleen Kadian

AMENDMENT AND RESPONSE

Sir:

In response to the Office Action dated March 8, 2006, please consider the following amendment and response:

Amendment of the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.